

Future Horizons and Growth Strategies in the H. Pylori Testing Market 2015: Supplier Shares and Country Forecasts

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Abstracts

The report presents a detailed analysis of the Helicobacter Pylori diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the H. Pylori definition, epidemiology and etiology of are reviewed. The report provides the 5-year test volume and sales forecasts by country for the following market segments:

Hospitals

Physician Offices

Commercial/Private Labs

Public Health Lab

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns.

Contains 208 pages and 9 tables

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